MARLBORO COUNTRY MUSIC

		Retail Costs		
		Circulation	Daily	Sunday
Dallas				
"A"	Dallas News	284,192	$4536	$5184
	Dallas Times Herald	245,325	4578	5283
	Ft. Worth Star-Telegram	226,822	3247	3469
"C"	Sherman Democrat	19,653	726	726
	Denton Record	14,827	600	600
	Plano Star	13,329	588	588
	Greenville Herald Banner	11,953	733	733
	Irving News	10,972	937	937
	Corsicana Sun	10,334	545	545
Tulsa				
"A"	Tulsa World Tribune	205,988	3450	3486
"B"	Muskogee Phoenix & Times Democrat	21,522	963	963

Magazines	Circulation	Page Black & White
Dallas Ft. Worth Home & Garden	62,000	2395
"D" Magazine	77,000	2595
Tulsa Magazine	6,000	734

OUTDOOR 30 SHEET

Cost per Panel

Dallas	$165 (regular) $255 (illuminated)
Tulsa	$200 (regular) $290 (illuminated)

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Source: https://www.industrydocuments.ucsf.edu/docs/xzpm0004